
Contents

Acknowledgements	ix
Preface	xi
Introduction	xv
Chapter 1. Electronic Mail	1
1.1. Electronic mail, what is it exactly?	1
1.2. The most used communication tool in the professional world	2
1.2.1. E-mail or telephone?	2
1.2.2. A growth that is not slowing down	3
1.2.3. A perfectly adapted tool for a business in touch	4
1.3. Characteristics and beginning of misuse	4
1.3.1. A remote and asynchronous means of communication	5
1.3.2. Almost instantaneous and interactive	6
1.3.3. Textual	7
1.3.4. Ubiquitous and mobile	8
1.3.5. Which allows numerous messages to be sent	8
1.3.6. On to the storing and archiving of messages	9
1.4. E-mail versus other communication tools	10
1.5. The structure of e-mail and its susceptibility to misuse	12
1.5.1. Structure	12
1.5.2. Envelope and body of the message: two possible targets	14
1.6. Other forms of electronic communication, other flaws	15
1.6.1. Instant messaging	15

1.6.2. Micro-blogging	16
1.6.3. Social networks	17
1.7. Conclusion	17
Chapter 2. From Role to Identity	19
2.1. Roles, boundaries and transitions	19
2.1.1. Spatial and temporal boundaries	20
2.2. Roles	21
2.2.1. Definition	21
2.2.2. Role boundaries	23
2.2.3. Transitions between roles	26
2.3. Identities	28
2.4. Conclusion	30
Chapter 3. Roles and the Digital World	33
3.1. When electronic communications disrupt space-time	33
3.1.1. The transformation of space	34
3.1.2. The transformation of time	34
3.1.3. The transformation of distance	35
3.1.4. Mobility and ubiquity	37
3.2. Role transformation	38
3.2.1. Role boundaries	38
3.2.2. Flexibility	38
3.2.3. Permeability	41
3.2.4. Role separation	41
3.2.5. Transitions between roles	42
3.3. Conclusion	43
Chapter 4. Challenges in Communication	45
4.1. Interpersonal communication: a subtle tool	45
4.2. Misunderstanding in communication	46
4.2.1. Sources of misunderstanding	47
4.2.2. The absence of an operating communication channel	47
4.2.3. The absence of a common vocabulary	48
4.2.4. Exclusive information context	48
4.2.5. Situations involving incomprehension	49
4.2.6. Distance communication	49
4.2.7. Asynchronous communication	50
4.2.8. Heterogeneous competence domains or levels	50
4.2.9. Man-machine communication	50

4.2.10. E-mail: the accumulation of obstacles to comprehension	50
4.3. From misunderstanding to a lack of respect	51
4.4. A challenge for digital managers: communicating with the absent other	53
4.4.1. A lower volume of communication	53
4.4.2. A drop in communication quality	54
4.5. Conclusion	55
Chapter 5. Defining Spam	57
5.1. What is spam?	57
5.2. Preface: the influence of role on users' perceptions of messages	57
5.3. Classifying e-mails according to role management theory	61
5.3.1. Roles and direct and indirect idiosyncratic connections	61
5.3.2. Roles played, transitions and perception of e-mail	65
5.4. Message classification model	68
5.4.1. E-mails received from unknown sources	68
5.4.2. Commercial spam	69
5.4.3. Fraudulent spam	70
5.4.4. E-mail received from known (trusted) sources.	70
5.5. Conclusion	73
Chapter 6. A Lack of Ethics that Disrupts E-mail Communication	75
6.1. There is a new behavior behind every technical asset	75
6.2. Ethics and Information and Communication Technologies.	76
6.3. Glossary of misuses and some of their consequences	79
6.4. Conclusion	104
Chapter 7. The Deadly Sins of Electronic Mail	105
7.1. Carefree exuberance.	105
7.2. Confused identity	107
7.3. Cold indifference	108
7.4. Impassioned anger.	109
7.5. Lost truth	111
7.6. The door of secrets	112
7.6.1. The ethical approach	112
7.6.2. The managerial approach	113
7.7. Fraudulent temptation.	114
7.8. What answers should be given to these questions?	115

Chapter 8. The Venial Sins of Electronic Mail	117
8.1. Information overload	117
8.2. Anonymous disrespect	118
8.3. Communication poverty	118
8.4. Misunderstanding	119
8.4.1. Poorly written messages	119
8.4.2. Misread messages	119
8.4.3. When faced with misunderstanding, is empathy a solution?	120
8.5. Culpable ambiguity	120
8.6. Humor, love, rumors, and all the rest.	120
Chapter 9. Exposure to Spam and Protection Strategies	123
9.1. Risk behaviors	123
9.1.1. Dynamic factors of spam exposure	124
9.1.2. Static factors of spam exposure	131
9.1.3. Other risks of spam exposure	133
9.2. Protection strategies	134
9.2.1. Keeping separate e-mail accounts	134
9.2.2. Using complex addresses	136
9.2.3. Treating received spam appropriately	136
9.2.4. Checking our e-proximity and network	138
9.2.5. Filters	139
9.2.6. Modify our sensitivity to spam	142
9.3. Conclusion	142
Concluding Recommendations	145
Bibliography	151
Index	157